

## Own a Home!

Fine Lots now selling at \$100 and up. One quarter down, balance on easy yearly payments.

## Back to the Farm

is the city slogan now. This means that farm lands will increase in price very rapidly.

If you intend to buy a farm some day NOW IS THE TIME. Some fine offerings are listed now in

**W. A. Loveday's Agency**  
REAL ESTATE and FIRE INSURANCE.

## Special Reduction

Will give reductions on men's boys and children's shoes on Friday, Saturday, Monday and Tuesday. We need not exaggerate the quality of our shoes for it is well known to every one that Rouge Rex Shoes are the best made of all kinds of wear. And this is the secret of our success in meeting the wants of our laboring men in footwear.

We know what the farmer has to contend with. We know the service he expects and must get from his shoes. We have made ourselves acquainted with his tastes as to styles of last and leathers. Why shouldn't we then be able to satisfy him. Of course we must be progressive to keep up with the farmer of today. With his daily paper, his telephone, and his constant touch with all the live issues, his desires, his wants, his needs, in all lines have expanded. He buys more intelligently and of a better class of goods than his fathers. He has become a business man of the highest rank, and naturally he has become a more exacting purchaser as to quality and styles as well as comfort and serviceability than any generation that has preceded him. We know this, we have kept an ear close to the ground and have marked well this steady advance, and we have bent every effort toward meeting his changing requirement. The result—Rouge Rex Shoes.


## The Fair Store Wallace Weiss

### ADVERTISED LETTERS.

Following is a list of letter remaining uncalled for in the East Jordan post office for the week ending Oct. 8, 1910.

Letters.  
Wm. Brown Mrs. Rosa Collins  
Rev. Ephraim Corey Jack Gillette  
James Gordon Mrs. Minnie Sinte  
Ed. Larson Mrs. Bessie Shullard  
Cards.  
Mrs. H. Cutler John Landone  
F. A. KENYON, Postmaster

The cost of fire insurance is so cheap you cannot afford to carry the risk. Nicholas & Nicholas will be glad to quote to you prices at any time.

**ROOSEVELT'S Own Book**  
The Most Popular Book  
  
By The Most Popular Man  
**African Game Trails**  
Given in book form by Roosevelt's own hand the sole account of his African Hunt.  
AGENTS WANTED NOW in every City, Town and Village to handle Colonel Roosevelt's Great Book  
**CHARLES SCRIBNER'S SONS**  
153 Fifth Avenue - New York

## National Society

Ladies' Society of Equity Form National Organization at their State Meeting at Centerville.

The State Convention of the Ladies' Society of Equity was held at the pleasant country home of Mrs. John Culbertson on Oct. 7. A good representation of interested farm women were present and a busy day was spent. Many interesting subjects were brought up, and enthusiastic talks were given on marketing. Resolutions were passed on several important questions, including the White Slave Traffic which the farm women intend to aid in suppressing. At this meeting a National Union of the Society was organized and officers elected as follows: for National and State Union.

**NATIONAL.**  
Mrs. James Howey, President, East Jordan, Mich.  
Mrs. Ida Stebbins, Vice President, Shelton, Neb.  
Mrs. Mae Austin, Secretary, Vicksburg, Mich.  
Mrs. Cora Senif, Treasurer, Centerville, Mich.  
Mrs. Martha Culbertson, National Organizer, Three Rivers, Mich.  
Mrs. Holton Pierson, National Instructor, Three Rivers, Mich.  
**Directors:** Mrs. M. Culbertson, Mich.; Mrs. Ida Stebbins, Neb.; Mrs. M. H. Parks, N. J.; Mrs. W. W. Rowles, Va.; Mrs. Maud Daniels, Mich.; Mrs. Bears, Cal.; Mrs. Bertha Hammond, Mich.; Mrs. Sherman, Ill.; Miss Elsie Matthews, Md.; Mrs. Emma James, Miss.

**STATE UNION OFFICERS**  
Mrs. Cora Senif, President, Centerville, Mich.; Mrs. Maud Daniels, Vice President, Mendon, Mich.; Mrs. Minnie Jackson, Secretary, Three Rivers, Mich.; Miss Marcella Lanway, Treasurer, East Jordan, Mich.; Mrs. Martha Culbertson, Three Rivers; organizer.

Five directors were elected: Mrs. John Culbertson, Mrs. Bertha Hammond, Mrs. May Scott, Mrs. Alice Sheppard, and Mrs. Gertrude Bennett.

At the close of the State Union meeting, a local Union of the Ladies' Society of Equity was organized with eleven members, and will be known as the Pansy local. Officers elected were: President, Mrs. Cora Senif; Vice President, Mrs. Jennie Williams; Secretary, Mrs. Maud Daniels; Treasurer, Mrs. Helen Hazzard.

A fine entertainment was given in the evening by the Cadets of Equity and Miss Holton Pierson gave some fine selections on the piano that was enjoyed by all.

At the request of Mrs. Culbertson a local Union of the Cadets of Equity was organized. This being the first local, the young people named it the Eagle Local. The officers are: President, Carrol Culbertson; Vice President, Ruth Lankton; Secretary, Donald Mills; Treasurer, Helen Daniels.

A very enthusiastic meeting of farmers met in the evening, with Mrs. John Lankton as chairman. This meeting was addressed by Chas. A. Martin of Sherwood, State Director of the Farmers Society of Equity and Mrs. Martha Culbertson, the National Organizer for the L. S. of E. Mr. Martin, very finely described the workings of the Equity System, and Mrs. Culbertson gave a fine analysis of the complete Equity System. She also spoke at some length upon Equity Halls, called them Temples of Liberty, and said that where they are the saloon is no longer the poor man's club for those Halls are not only places where the complete Equity System is operated, but are places of rest, vacation and enlightenment. They are heated, lighted and supplied with fine water.

The county organizer the Farmer's Society of Equity, John Shapton, is a hustler in Equity work and he made some excellent remarks and several of the best representative and progressive farmers placed their names on an application for a local union of the Farmers Society. Evidently our farmers do not intend to let the women and children out do them in this progressive movement for betterment of farmer life. These three societies working in co-operation should make a power that will be felt for the great good of all the people and the members of this grand cause, Equity, hope that the work done at Centerville, Mich., will be repeated in many places over our land. Let farmers to the front be the rallying cry of old St. Jo. Co. until it is heard all over our state in the call to organize in the Farmers Society of Equity, the E. S. of E. and C. of E.

By the request of the President of the Roosevelt County Life Commission the papers were discussed and a resolution was adopted that the Ladies' Society of Equity endorse the country Life school plan and the resolu-

tion will be forwarded to the Country Life Convention to be held at Spokane, Wash., on November 17th. Mrs. James Howey National president of the L. S. of E. addressed the convention on "Women, and her part in the world's work," going back to the earliest history down to the present time, showing that woman's aid in all progressive movements in history and now the greatest cause of the ages comes before the farm woman.

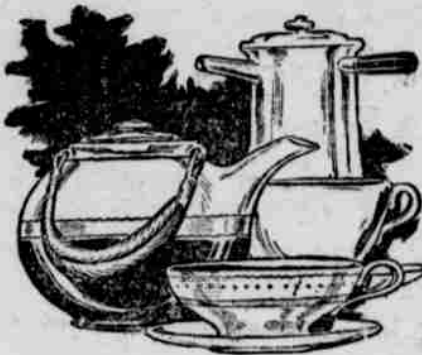
A resolution was passed giving a vote of thanks to the Up to Date Farming, Charlevoix County Herald, and all papers that have given the society space in their columns.

Resolution and vote to Mr. and Mrs. Culbertson of the hearty thanks of the Michigan farm union for their hospitable entertainment.

Convention closed with a fine banquet spread by our kind hostess Mrs. Culbertson.

Fire Insurance that insures can be obtained from Nicholas & Nicholas. We represent some of the best companies in existence.

## Our Tea and Coffee Service



is said by our customers to be excellent, because they were never served with any better Tea or Coffee since they began drinking either. There is a delicious aroma, and a peculiarly attractive flavor to our Teas and Coffees which soon makes them popular favorites in the most particular households. All we ask is that you will test our claim by a trial order. We know that you will afterwards admit the justice of our claim.

## Sherman & Son.

**Lemieux & Lancaster**  
GENERAL Blacksmithing and Carriage Work.  
HORSE SHOEING a Specialty.  
All Work Guaranteed.  
our Patronage Respectfully Solicited  
State-st. East Jordan.

**Glasses Fitted**  
**Consult J. LEAHY**  
OPTOMETRIST  
Expert on Eye Strain. Curing Headache a Specialty.  
Optical Parlors, PETOSKEY, MICH.  
Will visit East Jordan once each month.  
Watch for date.

## HIGH SCHOOL NOTES.

High School report cards were given out this week.

The Junior English class has taken up Shakespeare's "As You Like It." The Physics class is performing experiments regularly as the Chemistry class has vacated the physical laboratory. They expect to do wonders with their brand new apparatus.

The football team is improving this week and expect to win the game Saturday against Petoskey at Petoskey. Among the High School visitors this week were Mrs. Fred Bennett, and Mrs. Phillips.

The High School Chorus is learning one of the choruses from the opera of Woodland.

Miss Cross and Miss Freiberg, of the third grade and kindergarten respectively, assisted Miss Gregory, the music teacher in making some prints.

The kindergarten teacher has been presented with some cotton, in the same form that it grows in the south, by Jessie Dean. They have just taken their first lesson in raffia work.

The first grade was visited Friday by Mrs. Richard Supernaw. Isabel Lamport substituted in the first grade Tuesday.

Mrs. Risk of East Jordan is substituting in the second grade because of Miss Thompson's illness.

Seventh and eighth grades have combined to take music in the High School music room.

Columbus day was observed in a few of the rooms by readings and discussions.

The Sixth grade are much interested in the trouble over in Portugal. Lyle Jepson, who had a serious accident Wednesday, is very much missed in the Sixth grade.

Nicholas & Nicholas represent a number of reliable Fire Insurance Companies. When in need of insurance of this kind, call in.

## Teachers Examination

The regular examination for October will be held in the High School building in the Village of East Jordan on Thursday and Friday, October 20 and 21 beginning at 8:30 standard time.

The questions in reading will be taken from "Reading in Public Schools." This is one of the regular Reading Circle books and can be gotten of Row, Peterson & Co., Chicago, or D. A. Wright of Lansing.

Certificates of second and Third grades issued from this examination. Paper will be furnished for applicants.

Applicants who expect to have their papers forwarded to other commissioners will write with pen. Others may use pencil or pen.

J. H. MILFORD, COM'R.

Now is the time to secure fire insurance. Winter is coming on and with more danger of fires. Nicholas & Nicholas represent a number of good, reliable companies.

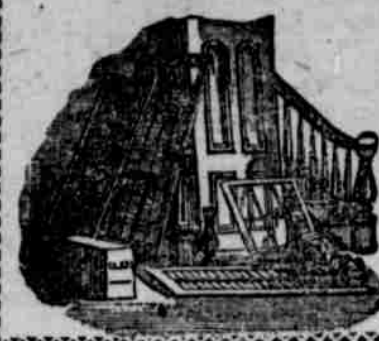
**POTATO CRATES.** We have now on hand a big supply of Potato Crates. Call and let us supply your wants at a low figure—East Jordan Planing Mills Co., B. E. Waterman, Mgr.

**STORE BUILDING FOR RENT.**—Mrs. Florence Jepson has just completed repairing her store building on State-st., near the warehouse, and offers same for rent at reasonable terms.

If a girl wants to marry that is her business, if a man wants to marry that is his business, if they both want to marry that is their business, if they want to furnish a home that is our business.—Empey Bros.

## East Jordan Planing Mills Co.,

B. E. WATERMAN, Manager.



## Custom Planing Mill.

Manufacturers and Dealers in

Doors, Windows and Glass, Siding, Ceiling and Flooring, Mouldings, Turned Work, and Scroll Sawing.

FINISHED LUMBER, FRAMES, CASINGS



## WATER PIPES BURST?

Well just send for us and stop worrying. We make a specialty of quick and thorough

## PLUMBING REPAIRS

and for new work we gladly furnish estimates and undertake to do the work in superior fashion, using only the best materials. Try us.

## MARINE SUPPLIES.

**GEORGE H. SPENCER.**

## PLENTY OF IT—ALL THE BEST

That's the combination you want to look for when you start out to buy Groceries—that is, if you are at all particular to get something which makes a noise like about the best thing on the market—and your appetite.

Here's a stock that is filled with the most reliable staples, and all the tasty, tempting little necessities and table luxuries as well. From flour and sugar to the finer things, we carry an elaborate selection—in fact, anything you want that's good.

Then, you must remember the argument our prices offer.

## WILL RICHARDSON

Phone No. 156.

## PLUMBING HEATING

HOT WATER STEAM HOT AIR

Now is the time you should have your heating system looked after so you will be in good shape to meet the cold weather and not sit and shiver, so do it now and save time. If you want your Furnace repaired or cleaned I am ready to do it.

All work done at a reasonable price.

Shop P. O. Block **John J. Mortimer** Telephone No. 217.

## Our Fall and Winter Samples

Are now on display. Come in and look them over. They are handsome. We also carry a full line of Fall and Winter Woolens in the piece.

## FREIBERG, The Tailor.

# Your Neighbors Can Tell You

No doubt, if you yourself don't know, of many marvelous cures of Stomach, Liver, Blood and Skin affections that have been made by the use of Dr. Pierce's Golden Medical Discovery, for it has a most successful record of over 40 years.

**These CURES embrace also many bad cases of Weak Lungs, lingering Coughs, Bronchial, Throat and Lung affections, some of which, no doubt, would have run into Consumption, had they been neglected or badly treated. We don't mean to say that the "Golden Medical Discovery" will cure Consumption when fully seated, but it will strengthen weak lungs, improve digestion, and make pure, rich, red blood thereby overcoming and casting out disease-producing bacteria and giving robust, vigorous health.**

All particulars about the "Discovery," its composition and uses, in Common Sense Medical Adviser, 1000 pages, revised up-to-date, sent for 31 cents, in one-cent stamps in cloth covers, or 21 cents for paper covered, to pay cost of mailing only. Or send post card request for free booklet to WORLD'S DISPENSARY MEDICAL ASSOCIATION, Dr. R. V. Pierce, President, No. 663 Main Street, Buffalo, N. Y.

Dr. Pierce's Pleasant Pellets are little in size but great in gentle acting sanitary results; cure constipation, ASK YOUR NEIGHBORS



# If You Don't Know